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**NEWS RELEASE**

**Seed industry leaders honoured during CSTA 93<sup>rd</sup> Annual Meeting**

**Ottawa, Ontario: August 2, 2016** – The Canadian Seed Trade Association celebrated exceptional seed industry people and their innovative contributions to Canadian agriculture on July 12 during its 93<sup>rd</sup> Annual Meeting in Vancouver, British Columbia.

Dr. Peter Franck is the 2016 recipient of the Canadian Plant Breeding and Genetics Award, which is co-sponsored by the Canadian Seed Trade Association and *Germination*. Peter's career in plant breeding has spanned more than 35 years and he is known as one of the pioneers of the red wheat industry that has developed in Eastern Canada. Peter's work in Canada has encompassed both Eastern and Western Canada, and includes Spring and Winter Wheat, Spring and Winter Triticale, and Barley. On the international scene, Dr. Franck has actively sought out Canadian genetics that would benefit farmers in Germany and has worked diligently within the regulatory systems to facilitate trade between Canada and countries in the EU.

CSTA's Seed Achievement Award was presented to Archie Wilson, a well-known champion of Eastern Cereals and certified seed. Archie is known across Canada and internationally as a dedicated volunteer and tireless promoter of the seed sector. Archie contributed significantly to the CSTA, serving two terms on the Board of Directors on CSTA as well as representing CSTA on the International Seed Federation Board of Directors for two terms. Archie served on many committees, both in Canada and internationally, focused on creating an environment that fostered innovation.

Honourary Life Member John Cowan was recognized for a lifetime of dedication and volunteer work for the seed industry in Canada and for the Canadian Seed Trade Association. This is John's second award; he is also the recipient of CSTA's Seed Achievement Award for his service to CSTA on the Board of Directors, and as President in 2005-2006. John's exceptional leadership and creative approaches to public relations have led to his being respected across the industry. John was selected for the award in 2015 and it was presented in Vancouver in 2016.

"CSTA is honoured to recognize the achievements of these outstanding individuals" said Brent Derkatch, CSTA President. "I am personally inspired by their accomplishments, knowledge about seed, and passion for creating the best possible products for our businesses and farmers. I would like to thank Peter, Archie and John for so many outstanding contributions to the seed industry."

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The Canadian Seed Trade Association is the national voice of 125 seed company members engaged in all aspects of seed research, production, and marketing and trade, both domestically and internationally. Learn more about CSTA and the awards at [cdnseed.org](http://cdnseed.org). Follow us on Twitter: @SeedInnovation

For more than 17 years, *Germination* has led the industry in delivering the most engaging, relevant, and topical issues in the Canadian seed industry. Every issue of *Germination* delivers to readers the latest news, interviews, statistics and trends that shape the Canadian seed industry. Learn more at [germination.ca](http://germination.ca). Follow us on Twitter: @GerminationMag

For more information: Teresa Neuman, Manager, Stakeholder Relations, [tneuman@cdnseed.org](mailto:tneuman@cdnseed.org), Cell: 613-297-6638.

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